

# Black Rose Campaign



*Goal:* To spread the word about the dangers of energy drinks.

## *Details:*

- A black rose for every homeroom class with an attached “love note” and information card will be provided, as well as extras for cafeteria lunch tables and other common student areas.
- On, or around, Valentine’s Day, designated students from within the school will deliver roses to each homeroom and read the love note and information card aloud to the class.
- The rose can be left in the classroom on display for students and teachers to look at and to serve as a reminder of the dangers of energy drinks.
- A broader campaign can be run using posters, displays, announcements, and other activities, in addition to the Black Rose.

## *What’s Provided/ Available:*

- A black rose and love note for every homeroom class, plus extras for common areas
- A series of 5 posters
- Who am I? morning announcement riddle
- Pull-up display and props
- Information handouts
- Newsletter article

*For more information, contact:*

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